

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 164,600  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	9P-10P	MODRN FMLY-ABC/HAPPY END-ABC	:30	\$10,000.00	10/24-10/24	1	1	1	\$10,000.00	
	2	SU	10P-11P	666 PARK AVENUE	:30	\$5,000.00	10/28-10/28	1	1	1	\$5,000.00	
	3	M	8P-10P	DANCNG-STR-ABC	:30	\$6,500.00	10/29-10/29	1	1	1	\$6,500.00	
	4	TH	8P-9P	WIPEOUT-TH-ABC	:30	\$5,000.00	10/25-10/25	1	1	1	\$5,000.00	
	5	TU	8P-9P	LAST-STAND-ABC/AVG. ALL WKS	:30	\$4,500.00	10/30-10/30	1	1	1	\$4,500.00	
	6	TH	10P-11P	PRVT PRCTC-ABC	:30	\$4,500.00	10/25-10/25	1	1	1	\$4,500.00	
	7	W	3P-330P	WE THE PEOPLE<	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
	8	TH	3P-330P	WE THE PEOPLE<	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
	9	F	3P-330P	WE THE PEOPLE<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
	10	M	3P-330P	WE THE PEOPLE<	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	11	TU	3P-330P	WE THE PEOPLE<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	

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	12	SU	9P-10P	REVENGE	:30	\$5,000.00	10/28-10/28	1	1	1	\$5,000.00	
	13	TH	9P-10P	GREY ANTMY-ABC	:30	\$5,000.00	10/25-10/25	1	1	1	\$5,000.00	
	14	TU	9P-10P	RIVER-ABC	:30	\$4,500.00	10/30-10/30	1	1	1	\$4,500.00	
	15	M	10P-11P	CASTLE	:30	\$6,500.00	10/29-10/29	1	1	1	\$6,500.00	
	16	W	8P-9P	MIDDLE-ABC/SUBURGATRY-ABC	:30	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	
	17	TU	10P-11P	AVG. ALL WKS	:30	\$4,500.00	10/30-10/30	1	1	1	\$4,500.00	
	18	F	10P-11P	20/20-FRI-ABC	:30	\$2,500.00	10/26-10/26	1	1	1	\$2,500.00	
	19	W	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/24-10/24	1	1	1	\$850.00	
	20	TH	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/25-10/25	1	1	1	\$850.00	
	21	F	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/26-10/26	1	1	1	\$850.00	
	22	M	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
	23	TU	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	24	F	8P-9P	SHARK TANK-ABC	:30	\$2,500.00	10/26-10/26	1	1	1	\$2,500.00	
	25	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,750.00	10/28-10/28	1	1	1	\$1,750.00	
	26	W	330P-4P	MILLIONAIRE<	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
	27	TH	330P-4P	MILLIONAIRE<	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
	28	F	330P-4P	MILLIONAIRE<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	

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	29	M	330P-4P	MILLIONAIRE<	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	30	TU	330P-4P	MILLIONAIRE<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	31	W	11P-1135P	NEWS	:30	\$1,750.00	10/24-10/24	1	1	1	\$1,750.00	
	32	TH	11P-1135P	NEWS	:30	\$1,750.00	10/25-10/25	1	1	1	\$1,750.00	
	33	F	11P-1135P	NEWS	:30	\$1,750.00	10/26-10/26	1	1	1	\$1,750.00	
	34	M	11P-1135P	NEWS	:30	\$1,750.00	10/29-10/29	1	1	1	\$1,750.00	
	35	TU	11P-1135P	NEWS	:30	\$1,750.00	10/30-10/30	1	1	1	\$1,750.00	
	36	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	10/28-10/28	1	1	1	\$850.00	
	37	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	38	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/27-10/27	1	1	1	\$1,250.00	
	39	W	12P-1P	CHEW-ABC	:30	\$850.00	10/24-10/24	1	1	1	\$850.00	
	40	TH	12P-1P	CHEW-ABC	:30	\$850.00	10/25-10/25	1	1	1	\$850.00	
	41	F	12P-1P	CHEW-ABC	:30	\$850.00	10/26-10/26	1	1	1	\$850.00	
	42	M	12P-1P	CHEW-ABC	:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
	43	TU	12P-1P	CHEW-ABC	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	44	W	1135P-1235A	LATE SHOW	:30	\$850.00	10/24-10/24	1	1	1	\$850.00	

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	45	TH	1135P-1235A	LATE SHOW	:30	\$850.00	10/25-10/25	1	1	1	\$850.00	
	46	F	1135P-1235A	LATE SHOW	:30	\$850.00	10/26-10/26	1	1	1	\$850.00	
	47	M	1135P-1235A	LATE SHOW	:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
	48	TU	1135P-1235A	LATE SHOW	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	49	W	4P-5P	VARIOUS	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
	50	TH	4P-5P	VARIOUS	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	51	F	4P-5P	VARIOUS	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	52	M	4P-5P	VARIOUS	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	53	TU	4P-5P	VARIOUS	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	54	SU	8P-9P	ONCE UPON A TIME	:30	\$4,500.00	10/28-10/28	1	1	1	\$4,500.00	
	55	W	10A-11A	VIEW-ABC	:30	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
	56	TH	10A-11A	VIEW-ABC	:30	\$1,000.00	10/25-10/25	1	1	1	\$1,000.00	
	57	F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00	
	58	M	10A-11A	VIEW-ABC	:30	\$1,000.00	10/29-10/29	1	1	1	\$1,000.00	
	59	TU	10A-11A	VIEW-ABC	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	

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	60	W	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/24-10/24	1	1	1	\$750.00	
	61	TH	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/25-10/25	1	1	1	\$750.00	
	62	F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
	63	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/29-10/29	1	1	1	\$750.00	
	64	TU	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/30-10/30	1	1	1	\$750.00	
	65	W	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
	66	TH	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	67	F	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	68	M	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	69	TU	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	70	SA	6P-630P	ACTION NWS@6PM	:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
	71	W	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/24-10/24	1	1	1	\$850.00	
	72	TH	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/25-10/25	1	1	1	\$850.00	
	73	F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/26-10/26	1	1	1	\$850.00	
	74	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
	75	TU	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	

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	76	W	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	10/24-10/24	1	1	1	\$450.00	
	77	TH	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	10/25-10/25	1	1	1	\$450.00	
	78	F	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	10/26-10/26	1	1	1	\$450.00	
	79	M	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
	80	TU	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	81	W	6P-7P	VARIOUS	:30	\$1,100.00	10/24-10/24	1	1	1	\$1,100.00	
	82	TH	6P-7P	VARIOUS	:30	\$1,100.00	10/25-10/25	1	1	1	\$1,100.00	
	83	F	6P-7P	VARIOUS	:30	\$1,100.00	10/26-10/26	1	1	1	\$1,100.00	
	84	M	6P-7P	VARIOUS	:30	\$1,100.00	10/29-10/29	1	1	1	\$1,100.00	
	85	TU	6P-7P	VARIOUS	:30	\$1,100.00	10/30-10/30	1	1	1	\$1,100.00	
	86	W	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
	87	TH	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/25-10/25	1	1	1	\$900.00	
	88	F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/26-10/26	1	1	1	\$900.00	
	89	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/29-10/29	1	1	1	\$900.00	
	90	TU	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/30-10/30	1	1	1	\$900.00	

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	91	W	730P-8P	MILLIONAIRE<	:30	\$850.00	10/24-10/24	1	1	1	\$850.00	
	92	TH	730P-8P	MILLIONAIRE<	:30	\$850.00	10/25-10/25	1	1	1	\$850.00	
	93	F	730P-8P	MILLIONAIRE<	:30	\$850.00	10/26-10/26	1	1	1	\$850.00	
	94	M	730P-8P	MILLIONAIRE<	:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
	95	TU	730P-8P	MILLIONAIRE<	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	96	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	97	SU	7P-8P	AFHV	:30	\$3,000.00	10/28-10/28	1	1	1	\$3,000.00	
	98	W	9A-10A	MORNING BLEND<	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
	99	TH	9A-10A	MORNING BLEND<	:30	\$400.00	10/25-10/25	1	1	1	\$400.00	
	100	F	9A-10A	MORNING BLEND<	:30	\$400.00	10/26-10/26	1	1	1	\$400.00	
	101	M	9A-10A	MORNING BLEND<	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	102	TU	9A-10A	MORNING BLEND<	:30	\$400.00	10/30-10/30	1	1	1	\$400.00	
	103	W	2P-3P	JEFF PROBST SHOW	:30	\$350.00	10/24-10/24	1	1	1	\$350.00	
	104	TH	2P-3P	JEFF PROBST SHOW	:30	\$350.00	10/25-10/25	1	1	1	\$350.00	
	105	F	2P-3P	JEFF PROBST SHOW	:30	\$350.00	10/26-10/26	1	1	1	\$350.00	
	106	M	2P-3P	JEFF PROBST SHOW	:30	\$350.00	10/29-10/29	1	1	1	\$350.00	
	107	TU	2P-3P	JEFF PROBST SHOW	:30	\$350.00	10/30-10/30	1	1	1	\$350.00	

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	108	W	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
	109	TH	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	110	F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	111	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	112	TU	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	113	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
	114	W	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/24-10/24	2	1	2	\$1,500.00	
	115	TH	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/25-10/25	2	1	2	\$1,500.00	
	116	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/26-10/26	2	1	2	\$1,500.00	
	117	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/29-10/29	2	1	2	\$1,500.00	
	118	TU	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/30-10/30	2	1	2	\$1,500.00	
	119	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
	120	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	10/28-10/28	1	1	1	\$450.00	
	121	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	10/27-10/27	1	1	1	\$850.00	
	122	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	10/27-10/27	1	1	1	\$450.00	
	123	W	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	



Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .AMERICAN CROSSROADS

Product American Crossroads

Estimate# 1257

Buyer Emily Milhoan

Phone#

Fax#

Agency ( ) CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	124	TH	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/25-10/25	1	1	1	\$150.00	
	125	F	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
	126	M	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
	127	TU	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 132 / \$164,600.00

---SALES MONTHLY TOTALS---

Oct 12: 85 / \$107,000.00      Nov 12: 47 / \$57,600.00

Sales Totals: 132 / \$164,600.00

Station Totals: 132 / \$164,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$714,410	KBLR	0%	KLAS	10%	KSNV	39%	KTNV	23%	KTUD	1%
		KVCW	2%	KVMY	6%	KVVU	19%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE